



COMMUNITY
BROKER
NETWORK

The Growth Project – an overview

Welcome to the first update of the CBN Growth Project.

As part of our project we engaged with some of our top performing authorised brokers to discover what is creating the growth in their business. We have identified six commonalities, proven processes and insights that we would like to share with the network to assist all our authorised brokers to grow and succeed in their business. These are;

1. Planning & Tracking
2. Networking/Relationship Management
3. Attracting New Customers
4. Servicing Existing Customers
5. Internal Resourcing & Efficient Operations
6. External Parties – Referrers & Community Involvement

There is nothing new here, so it's really about reinforcing a lot of what you may already know, adding your individual flair, and applying this to your customer base, skill set & demographic. It's was also evident to be successful, you need to understand your target audience, be able to put yourself in your customer's shoes and remain focused on how you will service your customers in the way they want to be serviced.

We then drilled down into each of these sources and over the coming months will provide you with some of the growth advice ideas we uncovered. These will be created as "How to" Growth Advice Tickets and will include topics such as:

- How to use a plan, targets or goals to grow your business
- How to "network" effectively and drive growth
- How to streamline your processes to support growth
- How to capitalise on new opportunities - understand the importance of response times
- How to remarket/review effectively - proven to increase growth
- How to attract the right resource to enhance your office culture
- How to effectively use Referrer partnerships
- How to boost your "word of mouth" referrals from existing clients

We will also provide tools, templates & information to compliment the lessons learned.

If you have any queries or would like to know more about the CBN Growth Project please contact Lorinda Webster-Brooking, National Development Manager – Distribution at lorinda.webster-brooking@cbsnet.com.au or 0477 933 355.